A SURVEY STUDY ON AWARENESS ABOUT RSS FEEDS AND SOCIAL BOOK MARKINGS OF WORKING LIBRARY PROFESSIONALS IN ENGINEERING COLLEGES IN KARNATAKA: A STUDY

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ABSTRACT

In this research work, library professionals of engineering and technological institution libraries in Karnataka State, INDIA are examined on their level of awareness of selected RSS Feeds and Social Book Marking and Tagging and their use. A structured questionnaire was designed in Google form and sent to 204 engineering colleges which were affiliated to Visvesvaraya Technological University, Belagavi. The researcher received 104 responses. The results will suggest that there is a reasonable amount of consciousness and acquaintance with RSS and Social Book Markings amongst working professionals. The standard analytical tool was used for analysis and interpretation. This study could give library professionals useful insight into promoting RSS Feeds and Social Book Markings in library services.

The three-scale point to rate the awareness and mean; standard deviation was used for ranking the Web tools. One hundred and forty college library professionals were the respondents to the questionnaire, which was distributed through email in a google form as a link.

KEYWORDS: Web Technology, Awareness Survey, Library Services, RSS Feeds & Social Book Markings

Original Article

INTRODUCTION

In today's libraries, there is drastically change in the ways of service delivery and adopting the latest technologies to serve the technologically equipped users. (Thomas & McDonald, 2005) note that "they approach the traditional library with certain expectations that may conflict with the library's existing services, policies, and values". As a result, Web technology has developed into Web tools, which is more social, interactive, dynamic in nature.

Technology platforms that enable interactivity and communication facilitate collaboration and information sharing. Throughout the world, libraries are integrating a variety of Web tools and technologies - from RSS feeds and Social Book Marking to content syndication, podcasting, and tagging services. Thanks to the advancement of Web technologies, librarians can now provide personalized services that were previously difficult to implement.

Taking into consideration the digital age, academic libraries are no longer untouched by technology advancements, globalization, resource shortages, and ever-changing educational needs, which can have a significant effect on education and educational institutions. Library professionals are also adapting to the changes in the web to meet users' changing information requirements as the web becomes more engaging, interactive, and participatory. (Maness, 2006)The focus is "less on development of secured inventory systems and more on implementation of

collaborative discovery systems". In a Web 2.0 environment, users can engage with the library in two-way communication and knowledge sharing.

According to (Maness, 2006), "as communities change, libraries must not only change with them, they must allow users to change the library". Libraries are increasingly providing services that incorporate Web 2.0 technologies into their design and delivery. Almost all Web 2.0 technologies enable easy customization based on an organization's needs and increase user participation. According to (Chua &Goh, 2010) when implemented in libraries, Web 2.0 has "the potential to promote participatory networking where librarians and users can communicate, collaborate, and co-create content".

SCOPE AND LIMITATION OF THE STUDY

Web technology tools cover most of the web technologies. In this study, the web tools RSS Feeds and Social Book Markings were covered and awareness of these was investigated. The investigation was undertaken in the region of Karnataka State of India for working professionals in engineering colleges.

The Visvesvaraya Technological University, Belagavi, Karnataka (INDIA) have 204 affiliated engineering colleges in Karnataka state and out of 204, researchers received 140 responses.

OBJECTIVES

- To inspect awareness of various RSS Feeds and Social Book Markings among working professionals of engineering college libraries in Karnataka.

- Ranking the RSS Feeds and Social Book Markings according to awareness with mean scores

- To find any difference in awareness and use by qualification and Experience of professionals

- To find qualifications and experience have any effect on the awareness level and use of the tools for library services

METHODOLOGY

Survey research methods and techniques were used to collect data from the respondents. The structured questionnaire was used for the study, which was designed using Google Forms and distributed its URL link to the respondent's email.

The questionnaire was distributed to 204 engineering college libraries and 140 responses were received from the respondents. The standard statistical tool used to analyze and interpret the data collect.

In the study, researchers first collected the data on the basis of questionnaires with a three-point scale. The total scores were calculated accordingly and taken/considered as a quantitative character for good and strong statistical analysis. Suitable statistical methods have been used, such as frequencies, percentages, sample mean, standard deviation.

LITERATURE REVIEW

(Fichter, 2003) "Librarians have had to learn how to do a lot with just a little in order to promote awareness of their programs and services. It is no surprise to see librarians stepping up to the plate and spreading the word online with RSS Feeds and Social Book Markings. Savvy librarians have identified blogs as another means to market libraries and their services".

(Natarajan, 2007)Here it is discussed about the different web tools and the content which can be served through web tools. The paper also narrated about the users' comments as feedbacks. In addition, we have discussed some of the weblog software like Really Simple Syndication (RSS) as well as Library Weblogs, and their use in libraries. Analysis of blog coverage, updating users, creators, and maintenance is presented in the article. Blogs in the future and the challenges librarians face in meeting users' requirements have also been explored.

(Kumar & Sharma, 2008) The buzzwords today are Web 2.0, library 2.0, and blogging. As web 2.0 grows in popularity, library professionals are becoming more familiar with blogging. Essentially, a blog is a website that contains entries in reverse chronological order and is formatted as a journal. They are characterized by their frequent and often short posts, as well as how they reflect their owner's personality. The purpose of this paper is to analyze the Blog and its uses in libraries and information centers.

(Schrecker, 2008)In addition to each blog's purpose and organization, tags and organization labels, enhancements and tools to enhance usability, as well as a statement of success or failure, are included. It provides an overview of three academic library blogs that cover topics such as collection development, children's literature reviews, a collaborative professional development project, and a supplemental educational course blog. The site provides readers with basic tools and resources to help them create a blog, or blogs; track statistics and evaluate individual projects; and enhance project usability with tools and widgets. Blogs, or weblogs, can be utilized in a variety of innovative ways in an academic library setting. In addition, they can provide helpful resources to assist readers in researching and utilizing this new technology.

(Aqil & Siddique, 2010) In the current web world, blogs and weblogs both have a great deal of potential. Sharing and communicating information is easy and effective with this synchronous tool. Libraries in the 21st century cannot ignore the potential of this great tool for communicating ideas, opinions, resources, and news. Blogs could be an effective and efficient alternative for libraries to transfer information and knowledge, resulting in a more productive workforce. From collection development to reference services, blogs have a significant impact on library culture; as a marketing tool for services, as a Library Newsletter, as a way to communicate between staff, as well as among staff and users.

(Trivedi, 2010)Libraries and information services need to be marketed. Newspapers, corporate newsletters, radio, and television have all been used by libraries as marketing channels. Libraries also publish brochures, booklets, and newsletters. It is not surprising that libraries use blogs as marketing tools as well. Users create blogs on user-generated websites and put their entries in reverse chronological order. Commentaries and information on specific topics or personal entries can be provided.

(Mandal, 2011)Libraries must adopt new technologies to stay current. A blog or weblog is defined in this paper, along with its technology, features, and the steps necessary for its creation. A discussion of blogs in libraries and information services is also included.

(Kaushik & Arora, 2012) The blog was used for the library resources promotion and marketing them among the library users. Researchers found six blogs covering the marketing of library services that were active and covered a wide range of features, frequency, file formats, subject categories and web resource categories.

(Decker & Tomlinson, 2014) This paper explores personal website subject matter and strategies that will help to engross consumers from different populations. This is in addition to giving a reason for ways at which point librarians frame their library blogs expected all-encompassing of their entire society. Blogs can be a part of a superior marketing

person who allows himself to be used for write resources, duty, and occurrence, but in giving prominence to posts that involve differing populations, more consumer power to the person who read websites and may even expand an increase in the worth of the diversity encircling ruling class. The personal website can then comprise a stable model for communicating and valuing high differences.

(Vaaler& Brantley, 2016) This paper was a practical approach to implementing the WordPress blog platform for library purpose. It also provided technical skills required and different information disseminated through this. This paper dealt with the technical aspect for the implementation of WordPress for the library website and to enlist the bibliography some PHP language used.

(Aacharya, 2021)what is the means of Blogs and what kind of services could be given to the users through these blogs. Carried out the need for the blogs used in the library services and adopt them. If yes, how to adopt them and what are services could be delivered through them. The blogs can be used for the write-ups and users can be read them and comment on their feedback there themselves. In details about the blogs and their meaning, characteristics were discussed in the related previously published articles.

SCOPE AND LIMITATIONS OF THE STUDY

Under the Visvesvaraya Technological University (VTU) Belagavi, there are two hundred and four engineering colleges in Karnataka state and there are 4 regional divisions as Belagavi, Bengaluru, Kalaburagi and Mysuru. One hundred and forty respondents were received from all four divisions.

Web Technology is broader in coverage as it includes web development programs like HTML, CSS, JavaScript, JQuery, AJAX, XML, JSON, Bootstrap, PHP, ASP, SQL, etc. The web tool blog was chosen for the study. The study covers only RSS Feeds and Social Book Markings.

NEED OF THE STUDY

The present generation is technologically equipped and technology natives. The libraries and the professionals are required to serve such young and technological equipped users. The generation is engaged in social media and such web-based services. To serve such well versed users in engineering and technological institutions, library professionals should adopt the latest web tools to attract users and reach them. In this regard, there is a lack of follow-up about the topic in the Karnataka region, especially in engineering and technological institutions. So, there is a need to explore and bring some light on the problems and issues faced by working professionals in institutions.

DATA ANALYSES AND INTERPRETATION

In the beginning, the summary of statistical analysis of the respondent's demographic profile is done followed by the inferential analysis of librarians working in engineering colleges, Visvesvaraya Technological University (VTU), Belagaviis done subsequently with interpretations.

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Table 1: Awareness about Different RSS Feed Readers

RSS Feed Readers	Not Aware and Low use	%	Aware and Average use	%	Very Aware and High Use	%
Feedly	1	0.71	46	32.86	93	66.43
NewsBlur	2	1.43	57	40.71	81	57.86
The Old Reader	4	2.86	70	50.00	66	47.14
G2Reader	4	2.86	78	55.71	58	41.43
Feeder	3	2.14	47	33.57	90	64.29
Social book Marking	**Not Aware and Low use**	**%**	**Aware and Average use**	**%**	**Very Aware and High use**	**%**
Delicious	16	11.43	59	42.14	65	46.43
Google Bookmarks	13	9.29	22	15.71	105	75.00

Results

There were 66.43% of librarians are very aware and high use of Feedly and 32.86% of librarians are average aware and average use of Feedly. With this result, it can be said that 99.29% of librarians are aware of Feedly as an RSS feed reader which can be used for library services.57.86% of librarians are very aware and high use of NewsBlur and 40.71% of librarians are average aware and average use of NewsBlur. So, it could be said that 98.57% of librarians are aware of the NewsBlur as RSS feed readers and 47.14% of librarians are very aware and high use of Old Reader and 50.00% of librarians are average aware and average use of The Old Reader. It means that almost all 97.14% of librarians are aware of the Old Reader as RSS feed readers.41.43% of librarians are very aware and high use of G2Reader and 55.71% of librarians are average aware and average use of G2Reader. So, 97.14% of librarians are aware of the G2Reader. 64.29% of librarians are very aware and high use of Feeder and 33.57% of librarians are average aware and average use of Feeder. This results in 97.86% of librarians being aware of the Feeder as RSS feed readers.

46.43% of librarians are very aware and very use of Delicious and 42.14% of librarians are average aware and average use of Delicious. 88.57% of librarians are aware of Delicious as social bookmarking and tagging. 75.00% of librarians are very aware and very use of Google Bookmarks and 15.71% of librarians are average aware and average use of Google Bookmarks and 90.71% librarians are aware of the Google Bookmarks as social bookmarking and tagging.

Table 2: Ranking of Different RSS Feed Readers According to Mean Score

Sl. No.	RSS Feed Readers	Mean	SD	Rank
1	Feedly	2.66	0.49	1
2	Feeder	2.62	0.53	2
3	NewsBlur	2.56	0.53	3
4	The Old Reader	2.44	0.55	4
5	G2Reader	2.39	0.54	5
Sl. No.	**Social Book Marking**	**Mean**	**SD**	**Rank**
1	Google Bookmarks	2.66	0.64	1
2	Delicious	2.35	0.68	2

Results

The statements are given in the above table on a *three-point scale* from *not aware and low use, aware and average use; very aware and high use.* The mean and SD scores of individual items were calculated. Based on the mean scores; the ranks are assigned and presented in Table 2. It clearly shows that the highest mean was seen in the RSS Feeds related to Feedly (2.66±0.49) which shows that the Feedly is highly known and used by library professionals, Feeder (2.62±0.53), NewsBlur (2.56±0.53), The Old Reader (2.44±0.55) and least mean was seen in G2Reader (2.39±0.54) which is less aware and used in less number.

The highest mean was seen in the item related to Google Bookmarks (2.66±0.64) and the least mean was seen in Delicious (2.35±0.68).

Table 3: Results of one-way ANOVA test between Highest Educational Qualifications of Librarians

Variables	Summery	M. Lib.	M. Lib. & M. Phil	M. Lib. & Ph. D.	M. Lib. &NET or SLET	F-value	p-value
Awareness towards RSS feed readers	Mean	12.31	13.39	13.90	12.20	3.8490	0.0111*
	SD	2.29	1.69	1.74	2.17		
Awareness towards social bookmarking and tagging	Mean	4.89	5.44	5.30	4.60	2.2716	0.0831
	SD	1.08	0.78	1.13	0.55		

*$p < 0.05$

From table 3, the results could be seen as the followings:

The mean awareness score towards RSS feed readers is highest in librarians with M. Lib. & Ph. D. degree is 13.90±1.74 and lowest in librarians with M. Lib. &NET or SLET degree 12.20±2.17 as compared to librarians with M. Lib. 12.31±2.29 and librarians with M. Lib. & M. Phil degree 13.39±1.69.

The difference stands to be statistically important F=3.8490, p=0.0111 at a 5% level of significance. As a result, the null hypothesis is rejected, while the alternative hypothesis is accepted. The mean of awareness towards RSS feed readers is significantly higher in librarians with M. Lib. & Ph. D. degree and lowest in librarians with M. Lib. &NET or SLET degree as compared to others.

The mean awareness score towards social bookmarking and tagging is highest in librarians with M. Lib. & M. Phil degree is 5.44±0.78 and lowest in librarians with M. Lib. &NET or SLET degree 4.60±0.55 as compared to librarians with M. Lib. 4.89±1.08) and librarians with M. Lib. & M. Phil degree (5.30±1.13). The difference is found to be statistically not significant F=2.2716, p=0.0831) at a 5% level of significance. As a result, the null hypothesis is rejected, while the alternative hypothesis is accepted. It means that the mean of awareness towards social bookmarking and tagging scores is similar among librarians with different educational qualifications.

Null hypothesis: In terms of significance, there is no difference between years of experiences (0-10yrs, 11-20 yrs, 21-30 yrs; 31 & above yrs) of librarians concerning awareness towards RSS feed readers and awareness towards social bookmarking and tagging.

To test the above null hypothesis, the one-way ANOVA test was applied and the results are presented in the following table.

Table 4: Results of one-way ANOVA test between years of experiences

Variables	Summery	0-10yrs	11-20 Yrs	21-30 yrs	31 & above Yrs	F-Value	P-Value
Awareness towards RSS feed readers	Mean	12.15	12.19	13.70	14.00	5.9167	0.0008*
	SD	2.56	2.07	1.82	1.41		
Awareness towards social bookmarking and tagging	Mean	4.68	4.87	5.43	5.54	4.4909	0.0049*
	SD	1.09	1.08	0.94	0.52		

*p<0.05

From Table 4, the result could be seen as the followings:

The mean awareness score towards RSS feed readers is highest in librarians with 31 & above yrs of experience 14.00±1.41 and lowest in librarians with 0-10yrs of experience 12.15±2.56 as compared to librarians with 11-20 yrs experience 12.19±2.07 and librarians with 21-30 yrs of experience 13.70±1.82. The difference is found to be statistically significant F=5.9167, p=0.0008) at a 5% level of significance.

As a result, the null hypothesis is rejected, while the alternative hypothesis is accepted. It means that the mean awareness score towards the RSS feed readers is significantly higher in librarians of engineering colleges with 31 & above yrs of experience and lowest in librarians with 0-10yrs of experience as compared to others.

The mean awareness score towards social bookmarking and tagging is highest in librarians with 31 & above yrs of experience 5.54±0.52 and lowest in librarians with 0-10yrs of experience 4.68±1.09 as compared to librarians with 11-20 yrs of experience 4.87±1.08 and librarians with 21-30 yrs of experience 5.43±0.94) The difference is found to be statistically significant F=4.4909, p=0.0049 at 5% level of significance.

As a result, the null hypothesis is rejected, while the alternative hypothesis is accepted. It means that the mean awareness score towards the social bookmaking and tagging is significantly higher in librarians of engineering colleges with 31 & above yrs of experience and lowest in librarians with 0-10yrs of experience as compared to others.

Variables Considered in the Study

The following variables are considered in the study and are as follows:

- Awareness towards RSS feed readers and social bookmarking and tagging.

Moderate Variables

- Highest educational qualifications (M. Lib., M. Lib. with M. Phil, M. Lib. With Ph. D. and M. Lib. With NET or SLET),

- Years of professional experiences (0-10yrs, 11-20 yrs, 21-30 yrs, 31 and above yrs),

FINDINGS

- The 99.29% of librarians are aware of the Feedly as RSS feed readers

- The 98.57% of librarians are aware of the Newsblur as RSS feed readers

- The 97.14% of librarians are aware of the Old Reader as RSS feed readers

- The 97.14% of librarians are aware of the G2Reader as RSS feed readers

- The 97.86% of librarians are aware of the Feeder as RSS feed readers

- The 88.57% of librarians are aware of the Delicious as social bookmarking and tagging

- The 90.71% of librarians are aware of the Google Bookmarks as social bookmarking and tagging

CONCLUSIONS AND SUGGESTIONS

The mean of awareness towards RSS feed readers is significantly higher in librarians with M. Lib. & Ph. D. Degree and lowest in librarians with M. Lib. &NET or SLET degree as compared to others. The mean of awareness towards social bookmaking scores is similar among librarians with different educational qualifications.

The mean awareness score towards the RSS feed readers is significantly higher in librarians with 31 & above yrs of experience and lowest in librarians with 0-10yrs of experience as compared to others. The mean awareness score towards the social bookmaking and tagging is significantly higher in librarians with 31 & above yrs of experience and lowest in librarians with 0-10yrs of experience as compared to others.

So, it could say that in adopting the web tools like RSS Feeds and Social Bookmarking, the educational qualification and experience matters to adopt in library services. The Ph. D. holders and more than 30 years of experienced professionals were more aware that RSS Feeds and Social Book Markings could be used for the library services.

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